

Stage I Project Plan and Overall Project Roadmap

Venture Vortex Web-Site

DRAFT



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Overview

Background

Venture Vortex, Inc. is a newly formed company which plans to create an on-line community that is focused on rapidly creating and evolving ventures around innovative technologies.

Venture Vortex has asked Pathfinder to assist it in three areas:

1. Implementing basic technical infrastructure such as e-mail and placeholder web presence.
2. Development of a corporate graphical identity.
3. Development of an Internet strategy and web site implementation.

Project Strategy

We recommend that the three areas of Pathfinder's activity be handled as separate projects with separate budgets, with projects running concurrently.

Project 1: Implementation of technical infrastructure.

Deliverables	Timeline	Estimated Hours
e-mail and internet presence setup	Start: 10/1/99 Completed: 10/7/99	10
Implementation of placeholder site	Start 10/7/99 Completion: 10/15/99	25

Project 2: Development of a corporate graphical identity.

Deliverables	Timeline	Estimated Hours
Additional maintenance and technical support	Start 10/7/99 Ongoing	10
Logo Design Prototypes	Start: 10/7/99 Completion: 10/20/99	25
Graphical Identity Prototypes	Start 10/15/99 Completion: 10/25/99	15
Final Graphical Identity Specification	Start 10/25/99 Completion 11/2/99	15

Project 3: Development of an Internet strategy and web site implementation.

We recommend that Venture Vortex's web site development be initially implemented in three stages, and that during the course of these three stages a process be developed and implemented for continuous improvement.

The three stages would consist of:

Stage 1 – Requirements and Analysis: During this stage, Pathfinder Associates will develop detailed requirements, a top-level system model and a project implementation plan.

D liverables	Timeline	Estimated H urs
Assessment of Existing Technologies (Ipec and TEOnline)	Start: 10/7/99 Completion: 10/15/99	25
Requirements Document	Start 10/15/99 Completion: 10/25/99	70
System Model/Functional Specification	Start 10/25/99 Completion 11/2/99	25
Implementation Plan	Start 11/2/99 Completion 11/3/99	15

Stage 2 –Site Building: During this stage, Pathfinder will build a site based on the requirements and top level design specification approved during stage 1.

Deliverables	Timeline	Estimated Hours
Design Prototypes	Start: 11/5/99 Completion: 11/20/99	TBD
Beta Site	Start 11/15/99 Completion: 1/10/99 (estimated)	TBD

Stage 3 – Beta Testing and Launch: During this phase, Pathfinder will make modifications to the design of the site based on the feedback of beta testers, and stress test the site based on anticipated volume projections.

Deliverables	Timeline	Estimated Hours
Modified site based on Beta Testing	Start: 1/10/99 Completion: 2/1/99 (estimated)	TBD
Stress Test Reports	Start 1/10/99 Completion: 1/15/99 (estimated)	TBD
Launched Site	2/7/99	TBD
Maintenance Plan	2/1/99	TBD